

One of the
Daily City
News's
Publications

Complete
Coverage in
Daily City and
Colma

DAILY CITY

SHOPPING NEWS

Published Each Thursday

Daly City, San Mateo County, California, Thursday, July 6, 1939

Guaranteed Circulation 5,500



SCOUTING

THE SHOPS with Sally

With firecrackers going off under our nose all week, we hardly know where we stand. The smell of gunpowder and the roar of battle all around make us feel more like Daniel Boone than Sally.

• Even if we were Daniel Boone, we'd still think Charlie's Radio Shop is a grand place to go for all sorts of General Electric appliances, including washers, refrigerators and radios. Prices are reasonable, too.

• The more we think about Daniel Boone, the more we think he'd like Daly City. After a hard day of fighting the Indians, imagine what he could do to some of Farmers Meat company's luscious spring lamb sizzling over his campfire!

• First, of course, he would send his coonskin cap to Beeson Cleaners for general renovation, and then take a nice hot bath in one of A. M. Harrison's luxurious new Crane tubs.

• Following which, a thorough shave with lots of shaving soap from Edwards drug store (2 cakes for 5c), and plenty of hot water from S. N. Pfeiffer's automatic hot-water heater, would do wonders for our hero.

• By this time he'd be practically presentable, and if we could persuade him to leave his rifle at home, he could go to the Daly City theatre. Think how much Daniel Boone would enjoy modern entertainment features!

• On his evenings home, a touch of the finger and he'd be warm as toast with a new Biltwell furnace from the Daly City Sheet Metal Works. With a magical radio from Byrne Radio Stores, he could listen to music from across the seven seas.

• Of course we suppose Daniel Boone's main interest would be food, and we must say we wouldn't blame him. A glass of creamy, bubbling fresh milk from the Mission Creamery; or tempting cool tomato juice from Robertson's Egg Store (only 5c for a 15 oz. can this week) were luxuries that Daniel Boone never knew.

• And what would he say to
(Continued on Page 5)

Cotton Is Leader In Summer Styles

High fashion summer wardrobes this year are in color and of cotton. Cotton daytime dresses for town are especially designed for defying the heat. Country clothes shrieking with bright color are made for tennis and golf. Garden frocks are really picturesque affairs and so are party clothes for country club dances.

Office togs of cotton are the direct answer to the prayer of appreciative career girls, being neat, slim twosomes, usually a smart dark, short-sleeved dress combined with a bright print jacket and a dark top for alternate use.

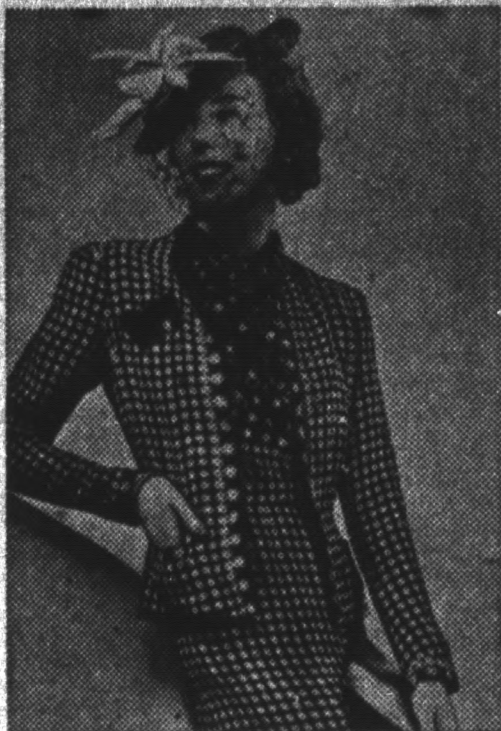
Reefers Glory in New Bright Hues

Reefer coats are particularly adaptable to spectator sports. Trimly fitted, they look especially well when done in one of the new bright shades. Polo coats have regained a surprising degree of popularity this year, and, of course, they are always a classic mode.

Gypsy Time Is Here

With no end of gay colors, bright scarfs and long full skirts with ruffles, one can let the gypsy in her soul have free rein this season.

Check Silk Suit



Important for summer is the costume suit tailored of silk print. The dress with jacket as here shown is of a check print, for checks are the rage in Paris, with stripes in close rivalry. A silk suit trend also exploits black bengaline or moire weaves. These are tailored with classic distinction. In many instances the edges of the neat trim jacket are finished with silk braid binding.



ROYAL LAIRE A Versatile Home-Cleaning System

- ★ Light in Weight
- ★ Easy to Operate
- ★ Almost Noiseless

Powerful \$39.95
Efficient Complete

\$3.00 A Month

BYRNE RADIO STORES

6241 Mission Street
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Phone RANDolph 7782
Phone DElaware 7212

BEESON CLEANERS

6207 Mission St. ELkridge 6263
Across from Daly City Theatre

Try Our Superior—
CLEANING - DYEING
PRESSING
at Popular Prices

FREE Call and Delivery Service
FREE Minor Repair with Cleaning
100 per cent Union Shop



Tom Himself

SPECIAL One sweater or plain skirt
cleaned free with cleaning
amounting to \$2.25 or more.
Hats Cleaned and Blocked ... 50c
FIRST CLASS LAUNDRY AGENCY



Now Playing—

DEANNA DURBIN, NAN GREY and HELEN PARRISH in

3 SMART GIRLS GROW UP

Also RUTH HUSSEY and PAUL KELLY in

WITHIN THE LAW

EDDIE'S ADVERSHOW—Saturday

SATURDAY NIGHT

One Hour of
Whoopie!
**Eddie's
Adver-Show**
VAUDEVILLE
STUNTS & PRIZES



DEANNA DURBIN, NAN GREY, HELEN PARRISH in

3 SMART GIRLS GROW UP

Also RUTH HUSSEY and PAUL KELLY in

WITHIN THE LAW

Sunday, Monday, Tuesday, July 9-10-11—

JOHN GARFIELD and ROSEMARY LANE in

BLACKWELL'S ISLAND

Also MARTHA RAYE and BOB HOPE in
NEVER SAY DIE

Walt Disney's — BRAVE LITTLE TAILOR

JOE LOUIS and TONY GALENTO
FIGHT PICTURES

MANDARIN DISH NIGHT—Monday

Wednesday, July 12—

SALLY EILERS in

THEY MADE HER A SPY

Also CHAS. RUGGLES and MARJORIE RAMBEAU in
SUDDEN MONEY

GIANT TEN-O-WIN—Wednesday

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DALY CITY SHOPPING NEWS

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3317 SAN JOSE AVE.

Telephone RANDOLPH 3215



ALBERT H. BOYNTON

Editor and Publisher

NEW BEAUTY AIDS READY

Cosmeticians have been busy with their pots and necromancy devising all sorts of new beauty preparations and gadgets for the summer. The results are so interesting that a trip through the beauty departments of the stores undoubtedly will prove profitable.

One streamlined version of the beauty kit consists of a box of tiny emerald capsules, each of which contains enough superconcentrated cream for a complete beauty facial.

Another bit of cosmetics equipment excellent to tuck away in the corner of your desk if you are a leisure time gal is a box of the new cleansing pads. These have been treated with an anti-drying lotion that removes dirt and old make-up and leaves the skin soft and fresh.

For superfluous hair there is dry stone which comes in compact attractive little boxes and will rub hair off quicker than it takes to tell it.

Something new in table mats for summer use are those made of a synthetic material resembling a heavy cellophane and painted with flower decorations. Clear and colorless, the mats are all but invisible on the table and the effect is of scattered bunches of flowers. If one is meticulous about color schemes inexpensive napkins in shades to match the flowers make a delightful ensemble.

One Is a Lemon



Largest of the 247,000,000 lemons picked near San Diego, Calif., during the current season is this 1 1/2-pound fruit being shown by pretty Evelyn Matheson.

The turban is apparently here for the summer so designers are busy thinking of all sorts of new materials for this eminently practical type of chapeau. One of the newest ideas is the plaid gingham turban with matching bag. Shown by one of the smartest Fifth Avenue shops these sets can be easily made at home with a couple of yards of gingham, a bag frame and a little practice in draping the material becomingly.

EDWARDS DRUG STORE

MIDDLE OF THE BLOCK

6272 MISSION ST.

DALY CITY

YOUR PRESCRIPTION DRUG STORE

July DRUG Sale

TOY BALLOON FREE WITH EACH PURCHASE OF ADVERTISED MERCHANDISE

SHAVING SOAP	2 cakes	5c
Limit 2		
BABY RUBBER PANTS		10c
Kleinert's		
100 ASPIRIN TABLETS 5-grain		29c
100 CASCARA TABLETS 5-grain		19c
LADIES' COMBS	10c	
Breast Style NIPPLES		10c
Fountain PENS	25c up	
Fountain Syringe TUBING		10c
Baby NIPPLES 2 for	5c	
5 Feet		

LIQUOR DEPARTMENT

CLUB WHISKEY, 3 years old,	Qts.	\$1.35
CLUB WHISKEY, 3 years old	Pts.	70c
CRAB ORCHARD, Qts.		\$1.49
OLD PRENTICE WHISKEY, Qts.		\$1.49
BELLE OF NELSON WHISKEY, Qts.		\$1.49
OLD QUAKER RYE WHISKEY, Qts.		\$1.49
2 Years Old		
PLANTERS CLUB WHISKEY, Qts.		\$1.49

SODA ON ICE - ALL FLAVORS

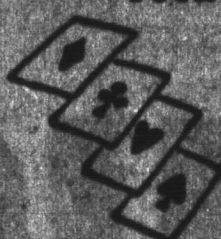
Kodak Films, Developing, Enlarging, Printing

TRY US FOR YOUR DRUG ORDERS

MAGIC MADE EASY

FOUR SUITS

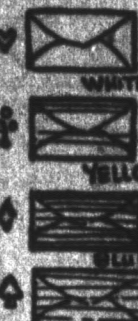
Show the four aces. One is chosen and placed in an envelope.



The envelope is sent to the magician's assistant, who names the suit of the ace.

The Secret: Have four envelopes of different colors. Each represents a different suit. After an ace is chosen, give the selector the proper envelope.

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WNU Service.



DO YOUR SHOPPING AT THE FIRST PART OF THE WEEK AND GET FRESH GROC. THOSE BUYING ON SATURDAYS MUST DODGE CROWDS AND PRICES MAY BE UP.

Sell Syndicate—WNU Service.

Patronize Daly City Shopping News advertisers

Specials For
Fri., Sat. and Mon.
July 7-8-10

FRUIT -- VEGETABLES

Just A Few of Our Money Saving

SPECIALS

Now! Now!

LAST CHANCE at THESE PRICES
YOUNGBERRIES and LOGAN-BERRIES for CANNING

Crate 55c

SUGAR, in cloth bags 10 lbs. 47c
SURFINE JELL Bottle 15c

APRICOTS box 60c

Large Royal Fancy PEAS 4 lbs. 10c

Fancy Green Sweet BEANS 4 lbs. 15c

Blue Lake or Kentucky Stigs. CORN Doz. 20c

Sweet Alameda POTATOES 10 lbs. 15c

U. S. No. 1 Shalters ONIONS 5 lbs. 10c

Yellow or Red

THIS WEEK'S SPECIAL COMBINATION

3 lbs. FRESH PEAS ALL

2 Bunches CARROTS 25c

3 Heads LETTUCE

2 lbs. TOMATOES

FREE DELIVERY - CALL EARLY

Daly City CUT RATE Mkt.

DElaware 1302

Free Delivery

6309 Mission Street

Quality Groceries

SUGAR, Cloth Bag 10 lbs. 47c

Pure Granulated

SANICLOR 29c Durkee's Mayonnaise Pt. 24c

Gal Jug

Free Berry Dish Qt. 38c

FLOUR 10 lb. Sack 29c

25 lb. Sack 69c

ELMDALE — Best By Test

RINSO 1g. Pkg. 19c BEETS No. 2 can 10c

OXYDOL

Westlake

SOAP CHIPS 5 lb. box 29c

WHITE EAGLE

WHEATIES 10 1/2c FIG BARS 2 lb. box 25c

Package

Sunshine

S. & W. COFFEE 1 lb. 25c - 2 lb. 48c

Reg. or Drip

DELICATESSEN DEPT.

BACON 27c

Swift's, lb.

BOLOGNA, lb. 18c

Swift's Premium

Frankfurters lb. 20c

Swift's

SALAD 2 lbs. 25c

Potato, Macaroni or Cole Slaw

DILL PICKLES 2 for 5c

Large Fancy

BOILED HAM, lb. 50c

RAW HAM

Swift's Premium

PICNIC lb. 28c

HAMS

Finest Quality — Swift's

MARIN-DELL - Always Fresh Daily

Milk & Cream, Cottage Cheese

WESTLAKE MARKET

301 Miriam St. RAndolph 9667
Free Delivery on Orders of 75c or More — Open Sundays: 8 a.m. to 8:30 p.m.

FRIDAY and SATURDAY SPECIALS

QUALITY IS OUR MOTTO

FLOUR, Sperry Drifted Snow 5 lbs. **24c**

BEER, Lucky Lager 3 for **25c**

CRACKERS, Sunshine 1/2 lb. 9c - 1 lb. **14c**

CHEESE, Mild Cheddar 1 lb. **19c**

WE CARRY PICNIC SUPPLIES

PLATES - NAPKINS - FORKS - SPOONS - Etc.

FINEST FRUITS AND VEGETABLES

(ONLY THE BEST)

WATERMELONS, fancy per lb. **1 1/2c**

TOMATOES 3 lbs. **10c**

CORN, Yellow or White 2 for **5c**

Fresh Fancy

JUICE ORANGES 3 doz. **25c**

PLUMS, Santa Rosa 3 lbs. **10c**

WE SELL FILMS - Developing - QUICK SERVICE
We reserve the right to limit

DURING THE MONTH OF JULY
A. M. HARRISON WILL GIVE YOU

\$5.00

Allowance on Your
OLD WATER-HEATER
(Regardless of Condition)

Toward the Purchase of this

FINE - MODERN
MONEY-SAVING

CRANE AUTOMATIC
Hot-Water Heater

Allowance Covers Down Payment
Easy Monthly Terms



Down go operating costs. Crane Superior Gas Water Heaters with new Mini-Miser are surprising home owners with their economy. Deluxe service. Deluxe convenience. At new low operating cost. Get complete facts for your home.

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See Our Window Display

A. M. HARRISON

THE MODERN PLUMBER

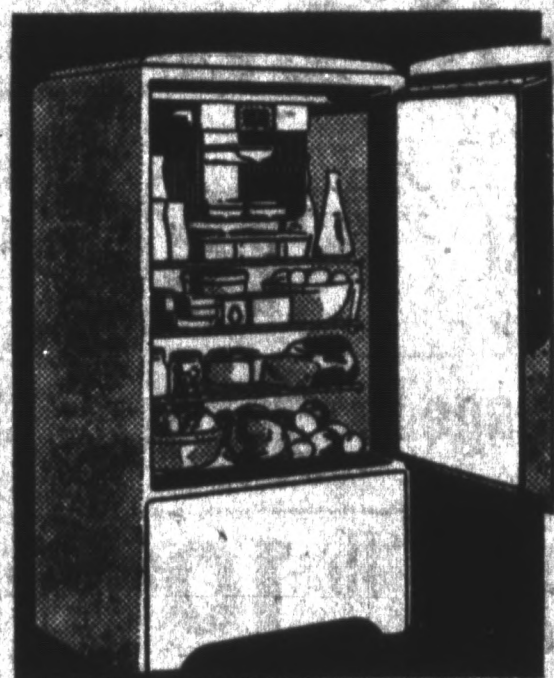
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DElaware 1991

ANNOUNCING Charlie's Radio Service

7330 MISSION STREET - COLMA - PHONE DEL. 4624

C. ANDERSON, JR., Prop.



SEE THE NEW

General Electric



REFRIGERATORS



Now On Display

A BIG 6.3 CUBIC FOOT SIZE

For Only

\$154.95

LADIES-

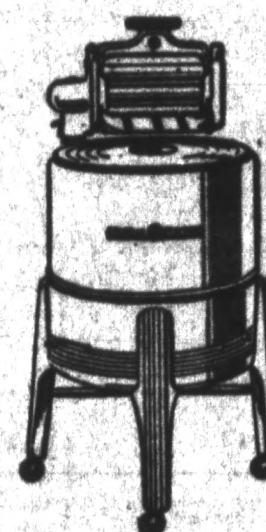
See This New General Electric

8-lb. Washing Machine

For Only

\$69.95

With Pump



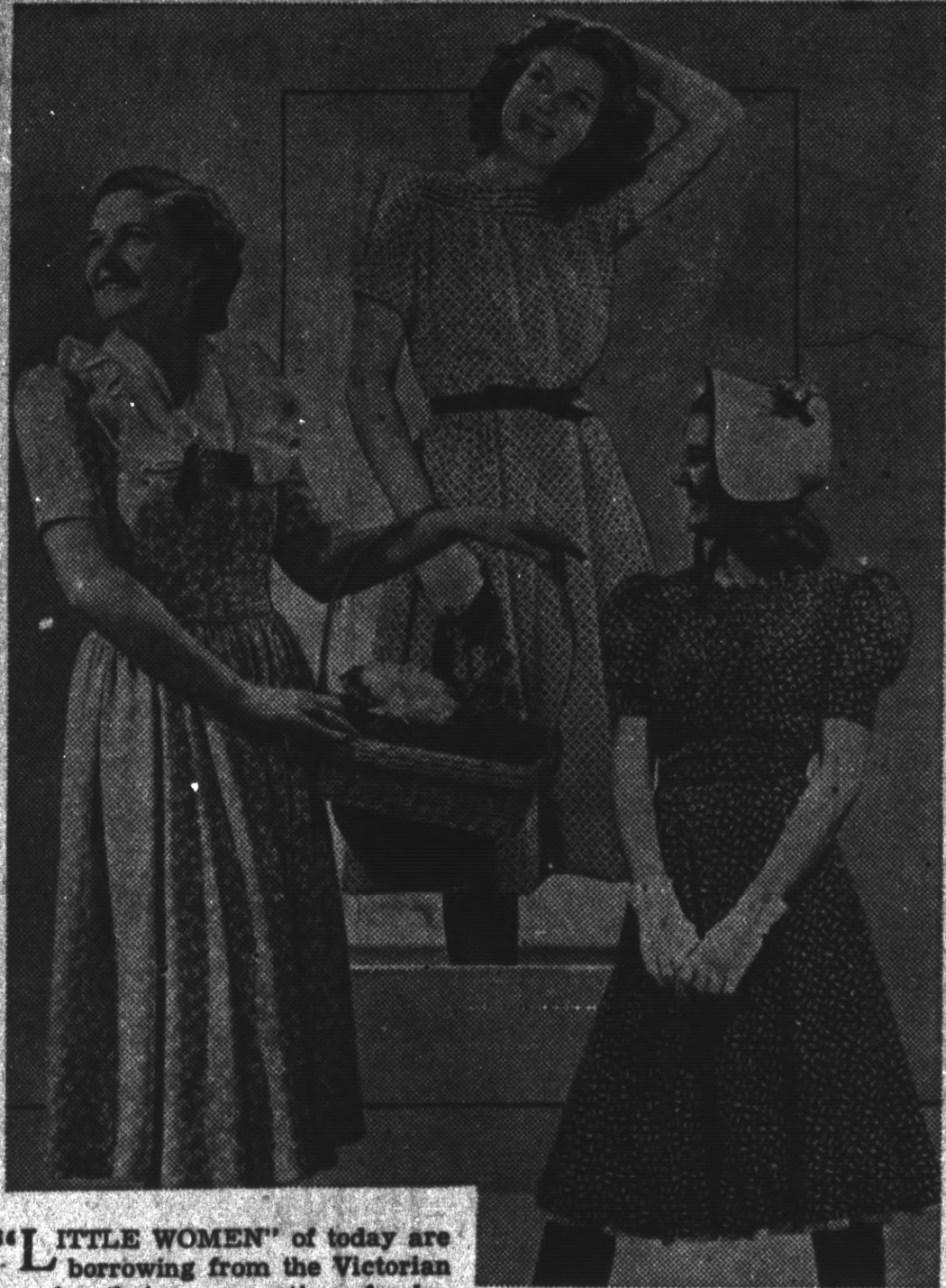
All Makes of Radios & Washing Machines
Repaired at the Lowest Rates in Town

General Electric, Emerson, Sentinel and Admiral Radios

SOLD ON TERMS TO SUIT YOU

Borrow From Victorian Era For Quaint Summer Frocks

By **CHERIE NICHOLAS**



"LITTLE WOMEN" of today are borrowing from the Victorian era for their summertime frocks. Ingenue silk taffetas are being shown in neat little checks such as were worn by the fashionable miss of the polite and decorous yester-years. These taffetas vie with taffetized crepes, gaily sprigged with flowers in a coy and cunning manner. Also to be seen this season are many supple silk crepes in both plain versions and in printed stylized florals and geometrics.

With these naive silks go winsome leghorn bonnets, velvet bound and with a nosegay on top, the quaintness added unto with petticoat ruffles peeping from beneath full, graceful and animated skirts. Gumpes and fitted bodices do much toward transforming the modern school girl, in appearance at least, into her Nineteenth century counterpart who was "seen and not heard" in the presence of her elders.

Speaking of present day styling details, necklines go high or low, sleeves more often than not are puffed, and bodices are softly full with shirrings and smockings or else are quaintly basquelike. Interest continues in the skating silhouette rejuvenated by lingerie touches and petticoat ruffles.

The basque bodice, full skirted silhouette so important these days in the style picture, gives youthful charm to a neat silk print as shown to the left in the picture. The print is in the new golden beige coloring which together with its neat small motifs introduced in its silk crepon fabric, dates this dress unmistakably of 1939 vintage. Thrilling news from Paris cited a revival of the lingerie fichu worn with silk prints. The crisp white organdy fichu and pearl-encircled cameo mounted on black velvet dangling from a cunningly devised organdy "necklace" are flattering accents to this pretty

gown for a young lady of "teen" age.

Polka dots flourish in the print realm this season both for adults and the younger generation. The dirndl influence in the skirt, the square neckline, the yoke treatment are details that combine to make the dress of polka-dot silk crepe centered in the picture, a very smart affair for the growing girl. Very practical too, for the silk washes perfectly.

Interest continues in the skating silhouette in skirts rejuvenated by spic and span lingerie touches and petticoat ruffles. For the pretty little-girl frock to the right in the picture the designer selects a china blue silk crepe with a stylized floral print. Fine eyelet batiste makes its petticoat ruffle and it also edges the square scalloped neckline. The Victorian bonnet that tops this quaint dress is a newly accepted fashion this season for young girls.

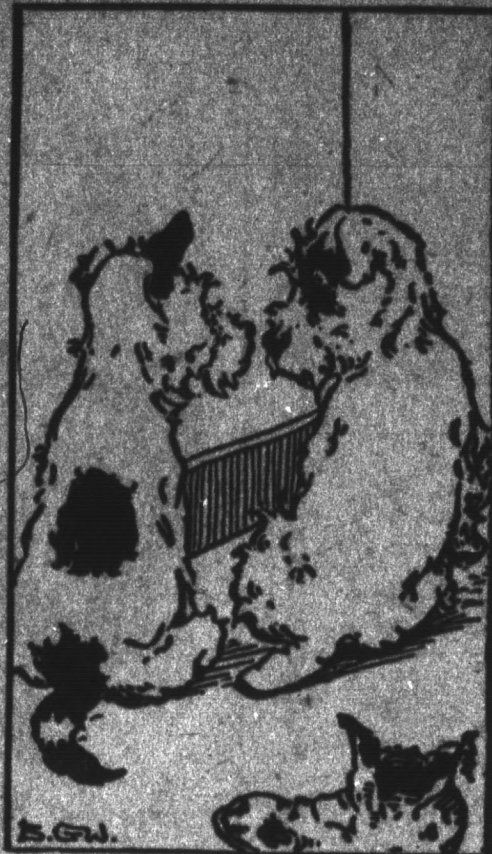
Now a word in regard to party dresses for sweet sixteen and thereafter. For dancing daughters, the graduate girl, birthday party or little flower girls who grace the wedding scene, silk sheers take the limelight. There are silk georgettes, mousseline de soie, silk marquisette and both plain and printed starched silk chiffon, and if not selecting a sheer then let classic silk chiffon in ankle or short length versions be your choice. These are in such pastel shades as peach, pink, aqua, delphinium blue and of course white.

Skirts are always full whether through smocking or ruffles of preschool simplicity or through flares and circular cuts for older girls. Necklines ape those of their elders with many heart-shaped and square types being favored.

(Released by Western Newspaper Union.)

NIP and TUCK

By **BESS GOE WILLIS**
© Public Ledger, Inc.



Maybe you'll learn not to chew up shoes. Then you won't have to sit in the corner as a punishment.

Shop-Wise



IF YOUR FAMILY DOESN'T LIKE THE VEGETABLES YOU SERVE—LOOK TO YOUR COOKING. TRY SOME TESTED AND TASTED METHOD OUT OF A GOOD COOK BOOK AND NOTE THE REACTION.

Bell Syndicate—WNU Service.

Dressy Ideas Are Given New Shoes

Time was when a shoe was just a shoe, but with every year they become a more important part of your wardrobe, and this season they adopt details which once belonged only to dresses. Some of them have tiny jutting wings, suggesting collars, posed just above the toe, and inlays and applications through the body of the shoe take the shape of brief boleros. Folded down collars around the tops of shoes suggest revers on coats, and military button details through the vamp evidently are inspired by the same treatment on dress and coat fronts.

Patronize Daly City Shopping News advertisers.

Talented Family At Local Church Sunday

The Libby evangelistic and musical family will be at the Grace Presbyterian church, 1006 Hanover street, for both morning and evening services, Sunday, July 9. There are ten members in the family.

Services start at 11 a. m. and 7:45 p. m. The public is cordially invited.

Ever since the discovery of its value in blood building, liver has been considered one of our most healthful foods, and its use is strongly recommended by physicians everywhere.

DALY CITY SHEET METAL WORKS

Will Install A—

Biltwel Gas Furnace

In Your Home on These

Easy Terms — — —

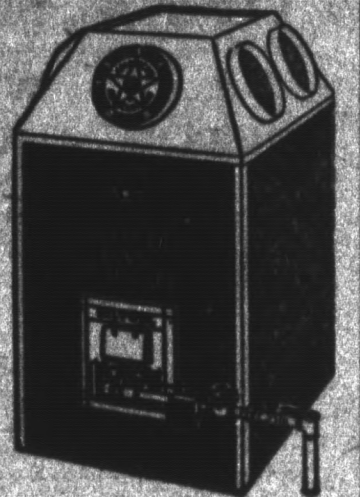
NOTHING DOWN!

First Payment in October

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10-Year Guarantee

BUY NOW - SAVE 10 %



DALY CITY SHEET METAL WORKS

Biltwel Furnaces - Speed Queen Washers and Appliances

6512 Mission St. - Frank Neumann - ELk. 3049

Phone DElaware 7336

We Deliver

FARMERS MEAT CO.

6386 MISSION ST.

DALY CITY

Quality Meats -- Delicatessen

Specials for Fri. and Sat.
JULY 7 and 8

Leg of Lamb lb. 26¢

Genuine Spring Lamb

Pot Roast lb. 20¢
Boneless Rolled

Veal Chops lb. 22¢
or LAMB CHOPS

Shldr. Veal lb. 15¢
or BREAST

Corned Pork lb. 14¢
Shoulder

Cnd. Beef Plate lb. 7¢
Boneless lb. 15¢

Hamburger lb. 10¢
BOILING BEEF

Pot Roast lb. 15¢
Shoulder Rib

Pk. Sausage lb. 20¢
Bulk

Beef Heart lb. 10¢
Ox Tails, Pig Tails,
Neck Bones

Lamb Liver lb. 15¢
Genuine Spring

Frankfurters 20¢
First Quality, lb.

Beef Stew lb. 18¢
Boneless
GROUND ROUND

Love, Honor and Obey



ACTIVITY CALENDAR

FRIDAY, JULY 7

- 2 p. m.—
Regular Patrol meeting, Girl Scout Troop No. 4, 267 Los Olivos.
- 7 p. m.—
Regular monthly meeting, Cub Pack No. 141, Grace Nazarene church.
- 7 p. m.—
Regular weekly meeting, B o y Scout Troop No. 149, No. 5 firehouse.
- 8 p. m.—
Regular meeting, Royal Neighbors of America, Vista Grande Camp No. 6035, Eagles hall.
- 8 p. m.—
Regular meeting, Italian American Citizens club, Little Italy hall.
- 8 p. m.—
Regular meeting, Veteran Firemen's association, 188 Santa Barbara.

SATURDAY, JULY 8

- 7 p. m.—
Regular weekly meeting, Girl Scout Troop No. 2, Theatre hall.

SUNDAY, JULY 9

- Our Lady of Perpetual Help Church, Wellington Avenue
- 7 a. m., 8:30 a. m., 10:30 a. m., 12:15 p. m.—
Hours of Masses.
Benediction of the Most Blessed Sacrament immediately after the 12:15 p. m. Mass.

- Holy Angels Church, Colma
- 7 a. m., 8:30 a. m. and 11 a. m.—
Morning masses.
- 9 a. m., Trogia Hall, Rockaway Beach—
Morning Mass.

- Church of Christ, Jules and De-Montford avenues, San Francisco
- 8:30 a. m.—
Radio station KRE.
- 9:45 a. m.—
Bible classes.
- 11 a. m.—
Sermon and Communion.
- 6:30 p. m.—
Study and training class.
- 7:30 p. m.—
Evening worship.

- Grace Church of the Nazarene, Santa Barbara and Vista Grande
- 9:45 a. m.—
Sunday school service.
- 11 a. m.—
Morning worship.
- 6:45 p. m.—
Young Peoples Society.
- 7:45 p. m.—
Evangelical service.

- Grace Presbyterian Church, corner Hanover and Evergreen
- 9:45 a. m.—
Sunday school.
- 11 a. m.—
Morning worship. Libby Evangelistic and Musical Family.
- 11 a. m.—
Junior Christian Endeavor.
- 6:45 p. m.—
Christian Endeavor.
- 7:45 p. m.—
Evening service. Libby Evangelistic and Musical Family.

- Calvary Baptist Church, 5724 Mission street, opposite Oliver
- 9:45 a. m.—
Sunday school.
- 11 a. m.—
Morning worship service.
- 6:30 p. m.—
Young people's meeting.
- 7:45 p. m.—
Evening service.

MONDAY, JULY 10

- 2 p. m.—
Hospital party, Old Glory Auxiliary, No. 2044, V. F. W. Fort Milley.
- 7:30 p. m.—
Regular weekly meeting, S e a Scout Ship No. 149, No. 5 firehouse.
- 8 p. m.—
Regular meeting, D. C. F. D., Company No. 6, Werner street.
- 8 p. m.—
Regular meeting, D. C. F. D., General Department, City Hall.

- 8 p. m.—
Regular weekly meeting, Dece-deers Social club, 408 Winchester.
- 8:30 p. m.—
Reception for local Grand Officer, Hillcrest Circle No. 143, U. A. O. D., Masonic temple.

TUESDAY, JULY 11

- 7:15 p. m.—
Regular weekly meeting, B o y Scout Troop No. 148, No. 5 firehouse.
- 8 p. m.—
Devotions, Our Lady of Perpetual Help church.
- 8 p. m.—
Regular weekly meeting, Daly City Band, 188 Santa Barbara.
- 8 p. m.—
Regular meeting, Daly City Rod and Gun club, 5646 Mission.
- 8 p. m.—
Regular meeting, D. C. F. D., Company No. 5, 335 Bellevue.
- 8 p. m.—
Regular meeting, D. C. F. D., Fire Commissioners, City hall.

WEDNESDAY, JULY 12

- 7 p. m.—
Regular weekly meeting, Daly City Juvenile drill team, 876 Brunswick.

- 7:30 p. m.—
Regular meeting, Knit 'N' Stitch club, 209 Oliver.
- 7:30 p. m.—
Regular weekly meeting, B o y Scout Troop No. 101, No. 5 firehouse.
- 7:45 p. m.—
Weekly prayer meeting, Grace Nazarene church.
- 8 p. m.—
Regular meeting, Cypress Circle No. 14, U. A. O. D., Colombo hall.
- 8 p. m.—
Regular meeting, D. C. F. D., Company No. 2, Vista and San Diego.
- 8 p. m.—
Regular weekly meeting, Junior Game Patrol, 5846 Mission.
- 8:15 p. m.—
Regular meeting, Daly City Post No. 410, American Legion, Legion hall.

THURSDAY, JULY 13

- 2:45 p. m.—
Regular weekly meeting, Brownies, Legion hall.
- 7 p. m.—
Regular weekly meeting, Senior Girl Scouts, Baptist church.
- 7 p. m.—
Regular weekly meeting, C u b Pack No. 149, No. 5 firehouse.
- 8:15 p. m.—
Regular weekly meeting, Colma Vista Grande Aerie, No. 1848, F. O. E., Eagles hall.

Splurge of Color



Vividly colorful and no-end exciting is a stunning new bag, belt and glove set designed by Herbert Bienen, in soft white leather embroidered in multi-colored threads to form an intricate all-over pattern that is fascinating to look upon. Note in the picture the smooth 'alored lines of the flat bottomed bag, the side insertions of the gay embroidery of the white kid gloves and the matching belt. Just the right splurge of color for any costume and simply stunning worn with a white Mexican sombrero hat bound in red as illustrated.

Scouting the Shops

(Continued from Page 1)

the wealth of fresh fruits and vegetables spread out at Lucca Ravioli's—fresh melons, 2 for 5c; apricots, 3 pounds for 10c! And a 5-pound box of soap chips for 28c is a far cry from the lye soap Daniel Boone's frontier mother used to make!

● At the Daly City Cut-Rate Market, our scout would see fresh roasting ears for 20c a dozen; tender picnic hams in cellophane; and fine, white flour, 29c for a ten-pound sack.

● And if he hadn't given up Indian fighting for a life of ease by this time, we'd take him in to Milo's Market and impress him still further with tempting arrays of fresh meats and fish. We'd show him delicious coffee from which the caffeine had been removed (one-pound tin, 31c); canned apple butter (large jar, 14c); and crispy modern breakfast foods (Wheaties or Corn Kix, 10½c). (And if he still wanted beans, we'd give them to him in two varieties, at only 6c a pound!)

● Guess what Daniel Boone would find at Westlake Market this week—watermelons selling for only 1½c a pound! We can hardly wait to get down there ourselves. Westlake also has some lovely mild Cheddar cheese, 19c a pound; and crackers are selling for 14c a pound box.

LOCAL BUSINESS MEN - - Please Notice

The Lady At The Right

Is just about the most important person in the country in the Economic Scheme of things. She's a housewife; her decisions control or influence 85 per cent of the nation's retail sales.



It's a Woman's World—that market of yours, dear local merchant. And you can't afford to ignore the fact. The way to this all-important lady's purse is through successful advertising, merchandising and selling. The latter two you take care of yourself, but the first, advertising, requires the services of an outside medium.

The outside medium which can do the very best job of advertising your store in the Daly City feild is the Daly City Shopping News. This shopper, replete with information on menus, clothes, make-up, babies, home furnishings, is really read by local women. Here you can be sure they'll see your sales story.

Rates Are Nominal
INQUIRE TODAY

DALY CITY
SHOPPING NEWS

3317 San Jose Ave., RAndolph 3215



LITTLE STORIES FOR BEDTIME

by Thornton W. Burgess



BLACKY THE CROW MAKES A DISCOVERY

"Unless you know a thing is safe, you better let it be. No wise crow ever takes a chance. A wise plan you'll agree."

THIS is one of the sayings of Blacky the Crow, than whom there is no one smarter or craftier on the Green Meadows or in the Green Forest. And Blacky always lives up to it. He may be just as curious about a thing as Peter Rabbit, but he never makes the mistake that Peter so often does and allow his curiosity to lead him into trouble. He just remains patient and keeps his eyes open until he is absolutely sure that a thing is harmless.

Now, when Farmer Brown's Boy put that scarecrow in the cornfield



They took turns sitting on a fence post watching for Farmer Brown's Boy.

Blacky happened to be over in the Green Forest. The first time he went down on the Green Meadows, of course, he saw the scarecrow right away, and he took great pains to keep away from the cornfield. The corn was very tempting, but that thing looked like a man. Blacky didn't believe it was one. No, sir, he didn't believe it was one. He chuckled as he looked at it, for he knows all about scarecrows, and he was quite sure that this was one. But there was just a chance that it might not be, and Blacky was far too wise to take that chance. It had something that looked like a gun and he had no mind to risk his precious skin in finding out if it really was.

"I'll just watch it a few days, and I guess that before the corn is too high to be sweet and tender I can tell for sure what it is," said he to himself. So a dozen times a day Blacky would sit on a post on the edge of Farmer Brown's cornfield and watch and watch that scarecrow, and each time he was a little more sure that it was quite harmless. He was sitting on the post one afternoon studying and studying the scarecrow, when he thought he saw something moving on it. Right away Blacky fixed his bright eyes on that little spot. Was it a rag fluttering in the wind?

"I don't think so," muttered Blacky. "Ha! As sure as I'm alive it is a mouse, a little meadow mouse! Now I know that it is nothing but a scarecrow and perfectly harmless!"

He spread his black wings and sailed out over the cornfield straight toward the scarecrow, and as he flew he shrieked at the top of his voice:

"Caw, caw, caw! Caw, caw, caw! Caw, caw, caw!" he shouted that all his relatives might hear.

"There's nothing here to do us harm. There's nothing here to cause alarm! The corn is tender, young and fine. Come on! Come on with me and dine!"

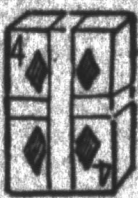
Little Mite, the runaway baby of Danny Meadow Mouse, who, you know, had found a lovely home in the scarecrow, was terribly frightened when he heard all that racket and saw Blacky coming straight toward him. He thought, of course, Blacky was coming for him, and with a frightened squeak he scrambled into the pocket of the scarecrow, where he had made himself a lovely soft bed. As a matter of fact,

Blacky wouldn't have objected in the least to a tender, young meadow mouse for lunch, but he was much more interested in the corn. When at last Little Mite got up courage to peep out, what do you think he saw? Why, Blacky and all his relatives pulling up Farmer Brown's corn as fast as ever they could, and talking as fast as they could while they were doing it. They certainly were having a good time, and he wished with all his might that he could have just as good a time. You see, he didn't know that they were in mischief. They did, however, for they took turns in sitting on a fence post to watch for Farmer Brown's Boy.

© T. W. Burgess.—WNU Service.

MAGIC MADE EASY

CARD FROM PACK



A pack of cards is tightly bound with tape. People note the face card of the pack.

The magician places the pack beneath a handkerchief. Brought out, the pack has a new card on the face!



The Secret: The original front card of the pack is cut in quarters. The tapes hid the divisions. Simply pull away the pieces and leave them in the cloth.

© Public Ledger

Shop-Wise



DON'T FILE YOUR COMPLAINTS WITH THE CLERK—SHE ONLY WORKS IN THE PLAGE AND IS PROBABLY NOT TO BLAME.

Roll Syndicate.—WNU Service

Deanna Durbin Wins Academy Award Trophy



Helen Parrish as Kay, Deanna Durbin as Penny and Nan Grey as Joan in Universal's "Three Smart Girls Grow Up," now playing at the Daly City Theatre.

Hollywood has officially and publicly paid homage to 16-year-old Deanna Durbin whose latest Universal success, "Three Smart Girls Grow Up," is now playing at the Daly City theatre.

At the eleventh annual Motion Picture Academy Awards Banquet, Deanna was presented with a special statuette, her first Academy award. The statuette carried the following inscription:

"To Deanna Durbin and Mickey Rooney for their significant contribution in bringing to the screen the spirit and personification of youth, and as juvenile players setting a high standard of ability and achievement."

In Deanna's simple and effective acceptance, she said, "Two and one-half years ago when I came into this business, I had one desire. That was to be as good as I could be. Tonight you have made me very, very happy. My aspirations had not reached such a peak. I am extremely grateful."

Companion picture on the current bill is "Within The Law," starring Ruth Hussey and Paul Kelly.

Patronize Daly City Shopper advertisers.

Bustle Dress Is In Style Picture

It is difficult to imagine the bustle dress coming back into the style picture, but from signs that tell it is not only coming but it's here. The movement began with a disposition among several Paris couturiers who advocated fullness brought to the back in skirts—a fashion that is widely accepted at the moment. Designers recently returned from the Paris openings say that the theme has been taken up to such an extent many dresses reflect the bustle influence in no uncertain terms via big bows placed at the waistline and via hip drapery that terminates in a bustle line at the back. For the most part the bustle trend is confined to formal evening gowns although several afternoon flowered chifons have taken on tiers of ruffles at the back starting at the waistline.

Style Notes

Fashion for dark sheers is gaining.

Drape-your-own fishnet turbans are popular.

Handknit cardigans are worn over print frocks.

Huge organdy or pique bows are worn at the throat.

White latex printed in bright plaid is new for bathing suits.

Eyelet pique is smart for hats, boleros, blouses and accessories.

White party frocks are made gay with gypsy stripe accessories.

Gold trimming, especially buttons, on white is new fashion highlight.

Summer jackets of smart cotton weaves are either quilted or of candlewick type.

Patronize Dal. City Shopper advertisers.

RIP-TUCK

By BESS GOE WALLIS



Hey Tuck, whatcha all dolled up for? Looks like you're gonna have company.

The more unexpected your accessories this season the smarter. Having tacked on flowers at all sorts of unconventional angles on hats and ensembles the stylists have turned up with something new—boutonnieres for shoes. Gay little clusters of buttercups, bluebells, daisies and rosebuds may be had on clips to decorate a slim high heeled pump. They give the foot an utterly frivolous and charming look.

ROBERTSON'S EGG STORE

9 Hillcrest Drive

Randolph 6846

EGGS, dz. 25c
Frsh. Lg. Exts.
2 doz. 49c

Butter, lb. 29c
First Quality
Cloverbloom or Brkfld.

BACON

SWIFT'S RASHER
1 lb. cello 14c
HORMEL'S Austin
1 lb. cello 15c
ARMOUR'S STAR
1 lb. carton 17c

HAM 25c
2 SLICES
Hormel's - 1 lb.

Tomato Juice 5c
Armour's Star
15 oz. Can

Marin-Dell
Milk - Cream - Cottage Cheese

Adults, too,
need the health-giving qualities
of Nature's most perfect food—
MILK.

The wise housewife serves
this delicious, wholesome drink
generously each day. She orders
it from the Mission Creamery,
which features a convenient
home service for its customers.



MISSION CREAMERY

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The GENERAL De Luxe Water Heater

For Discriminating Buyers

20 YEAR GUARANTEE
Made in 20, 30, 40, 50, 75 and 100 gallon sizes

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SINGLE DIAL
Simple as the operation of your radio

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Fixtures and Supplies

SEE OUR COMPLETE
WINDOW DISPLAY

S. N. PFEIFER
REGISTERED PLUMBER

6281 Mission Street

Randolph 4676

COLD MEAT PLATTER FOR BUFFET MEAL

Wide Assortment of Cold
Cuts Can Be Arranged
with Artistic Skill

For the hostess who wishes to entertain a larger group of friends than her dining room can comfortably accommodate, the fashion of serving buffet meals solves a problem. The food can be attractively arranged on a long table, then carried to small tables set up where most convenient, possibly in the living room or, in summer time, upon the porch. The food can be prepared well ahead of time, and the guests do part of the serving themselves. Both of these features are an aid to the homemaker who does most of the work herself.

A buffet service can be very pretty. Linens, silver, china, flowers, candles, all contribute their beauty to the picture. And the food itself of course should be well worth its lovely setting.

Remember that the appetites of the guests must be satisfied, says Inez S. Willson, home economist, and that the food must be as tasty as it is decorative. See to it that the menu is well balanced. Have all the little "extras" you desire, but also serve food that will really satisfy as well as tempt. This is especially desirable if there are men in your party.

A platter of assorted cold meats and one hot dish, such as a

creamed vegetable, will serve as a good basis for your buffet meal. See that this hot dish does not contain too much liquid. Escalloped potatoes or corn are good selections. Or perhaps you will

want to serve a tempting potato salad. A gelatin salad of vegetables or fruits fits in well, also, and is easy to serve. Dessert and a beverage will complete the feast. With the cold meat, you

may serve slices of buttered bread so that the guests can make sandwiches if they wish.

Slices of cold roast meat and meat loaf, cooked at home, may be used, along with an assortment of

Cold Meat Platter for Summer



White Pique for Chic This Summer

It's a grand and glorious season for white pique. Everything from gloves to wedding gowns is being made of it.

The pert little sailor hats of white pique are ever so chic. To match the hat you can get gloves, bags and belts of pique.

Neckwear of white pique is seen at every turn. Boleros made of tailored white pique or of the very smart new eyeleted pique are among fashion's latest offerings. These are worn with the very fashionable black or navy sheer costumes. Pique boleros are also good style to top sheer evening frocks.

Big bows of white pique are worn and pique flowers are high style for boutonniere or corsage. New dance frocks are of white pique cut along princess lines with generous flare below the knees.

The bridal party dressed all in pique will testify this summer to the importance of this smart cotton. The bride wears a gown of wide-wale pique topped with a bonnetlike headress of white pique with a short veil. Her attendants' frocks are of sunshine yellow pique veiled in rust-yellow.

Crisp starched hats of pique are introduced. Sometimes the hat is of eyelet embroidery. Then again it may be of stiffly starched white lace.

ready-cooked meats and various sausage slices. Thus you will give your guests a wide choice and also you will have a very attractive looking platter. By alternating light and dark meats, and arranging the slices in a neat design, emphasized by crisp, colorful garnishes of radish roses, celery curls, olives, sprigs of parsley, or any other tempting and decorating tidbits of your choice, you can make this a real high light of your buffet "spread."

LUCCA RAVIOLI CO.

7370 Mission St., Colma

FREE DELIVERY

Phone RAndolph 6102

Specials for Friday and Saturday, July 7 and 8

GROCERIES

Corn Flakes 3 pkgs. **17c**
Kellogg's



Lifebuoy Soap
3 bars 17c

Royal Pudding pkg. **4c**
Choc., Vanilla, Butterscotch

Soap Chips 5 lb. box **28c**
Balloons

Salad Oil qt. **25c**
Challenge

Cleanser 3 cans for **10c**
Babbitt's

Bird Seed 5 lbs. **28c**
Mixed

Pancake Flour lg. pk. **17c**
Phillip's



SWEET
MELONS 2 for **5c**

APRICOTS 3 lbs. **10c**

FANCY SANTA ROSA
PLUMS 3 lbs. **10c**

FANCY
PEACHES bskt. **15c**

Gambarotta bottle **85c**
Fernet

FEED DEPT.

ALFALFA bale **\$1.19**
Fancy, New, Green

Rolled Barley Sack **99c**
Alber's

Scratch Feed sack **\$1.74**
Alber's

WINES and LIQUORS

Bourbon Whiskey qt. **\$1.29**
Kentucky Pride, 2 years old

Vermouth gal. **99c**
CALIF. (Italian)

Bourbon Whiskey fifth **\$1.19**
Chicken Cock, 3 years old

(Excise tax included in liquor prices)

MILLS MARKETS

6315 MISSION ST.

DAILY CITY

Red Hot Special

PORK
Corned Shoulder **lb. 13^c**

SPRING LAMB
Shoulder **lb. 12^c**

BREAST OF VEAL
Shoulder of Veal **13^c lb.**

STEER BEEF - Exceptional Values
HILLOIN STEAK
ENDERLOIN STEAK
CROSSRIB ROAST
HILLOIN BUTT ROAST
ROUND STEAK
BONE STEAK - RIB STEAK **lb. 27^c**

Boneless Beef Stew
Round Steak Ground
Choice Rump Roast
Shld. Pot Roast
Legs Yearling Lamb **lb. 15^c**

BOILING BEEF
BEEF SHANK
Fresh Ground HAMBURGER
BEEF HEART **10^c lb.**

CORNER MEAT DEPARTMENT
Plate Corned Beef **lb. 8^c**
Boneless Corned Beef **lb. 14^c**
Corned Beef Tongue **lb. 12^c**
Cabbage free with every 50c purchase or more of
Corned Beef

Sweet Pickled Legs of Pork for your Week-end Trip - lb. 18^c

GROCERIES Quality Merchandise at Lowest Prices **FREE Delivery**

MARGARINE lb. pkg. **10^c**
ROBIN HOOD, Extra Quality

SALAD DRESSING qt. jar **25^c**
DUCHESS, Finer Salads

WALNUTS lb. **17^c**
SUNTAND, Large Fancy

CLEANSER Reg. Can **3^c**
BABBITT'S, Cleans & Scours

PEANUT BUTTER **23^c**
REAL ROAST, Lg. 2 lb. Jar

BEANS 1 lb. pkg. **6^c**
White Navy & Red Mex., 2 lb. pkg. 11c

RAISINS 2 lb. pkg. **12^c**
HOUSEHOLD, Seedless

FREE DELIVERY **FISH AND POULTRY DEPARTMENT** Delaware 5300
Hens, Young Fricassee, Fresh Killed **lb. 20c**
Fryers, large, fresh killed **3 for \$1.00**
Belgian Hare, Fresh Killed **lb. 25c**
Chicken, Cut up, Fresh Killed **3 lbs. 95c**

MILK Tall Tin **5 1/2^c**
CHERUB, Pure and Wholesome

ROAST BEEF, Libby's **18^c**
12 Oz. TIN

APPLE BUTTER, Lge. Jar **14**
MUSSELMAN'S, Pure, 1 lb. 12 oz.

TUNA 2 for **25^c**
CHICKEN OF THE SEA
Graded Style, No. 1 tin

COFFEE 1 lb. tin **37^c**
KAFFEE HAG, Caffeine Removed

SHORTENING 3 lb. tin **57^c**
SPRY, All Purpose, 1 lb. Tin 19c

CORN KIX Reg. Pkg. **10 1/2^c**
Or WHEATIES

Phone Delaware 5300

Friday, Saturday & Monday
July 7-8-10

SPECIAL NO. 1

3 lbs. SWEET PEAS
2 Bunches CARROTS
2 Bunches RADISHES
1 lb. BELL PEPPERS
all for **25^c**

SPECIAL NO. 2

2 doz. SWEET ORANGES
1 doz. PIPPIN APPLES
6 SWEET GRAPEFRUIT
all for **25^c**

SPECIAL NO. 3

3 lbs. Santa Rosa PLUMS
6 ears CORN
3 lbs. Blue Lake BEANS
all for **25^c**

SPECIAL NO. 4

3 lbs. HARD TOMATOES
3 lbs. ZUCCHINI
2 heads LETTUCE
2 CUCUMBERS
all for **25^c**

SPECIAL NO. 5

3 lbs. GARDEN SPINACH
3 CANTALOUPE
3 lbs. SUMMER SQUASH
all for **25^c**

SPECIAL NO. 6

8 lbs. SHAFTER POTATOES
4 lbs. NEW ONIONS
3 lbs. SWEET APRICOTS
all for **25^c**

FANCY ROYAL APRICOTS **3 lbs. 10c**
Fancy Tender BLUE LAKE BEANS **3 lbs. 10c**
Santa Rosa Plums, good for jam or eating **3 lbs. 10c**
ZUCCHINI or SUMMER SQUASH **3 lbs. 10c**
TOMATOES FOR SLICING **3 lbs. 10c**
Shafers POTATOES, for all purposes, 10 lbs. **15c**